



NEW YORK

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Eatery to
Promote May
Opening

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For three nights last week, the unfinished lobby of the soon-to-open [Sanctuary Hotel](#) was bedecked with colorful Pop Art-style graphics and filled with diners supping on a menu created by a 15-year-old chef, Greg Grossman. The temporary installation and eatery, dubbed the "Pop Art Pop Up," was a promotional vehicle concocted by the property's owner-operators, Hank and Brandon Freid, and Alan Philips's company, the Guerrilla Culinary Brigade, designed largely to build buzz for the May debut of the theater district hotel. The concept built on the series of pop-up restaurants started by Philips last year and debuted to press and friends on March 10.

The theme was Pop Art, so event designer [Devinn Bruce](#) and teenage culinary talent Grossman looked to iconic works by Andy Warhol, Roy Lichtenstein, Damien Hirst, Keith Haring, Takashi Murakami, and Jeff Koons. Bruce translated Lichtenstein's cartoon artistry, Warhol's infamous monoprints, and other ideas into room decor with decals and masking tape, while Grossman paid homage to the artists through the shapes and colors of his dishes.



To herald the forthcoming opening of the Sanctuary Hotel, hoteliers Hank and Brandon Freid partnered with Guerrilla Culinary Brigade to produce a temporary restaurant in the unfinished lobby.

Photo: Sunny Norton